

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion- Release of Advertisement in ‘**OUTLOOK TRAVELLER**’ magazines, through M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad – Publication Charges – Sanction of Rs.8,12,400/- - Orders - Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 1107

Dated:29-12-2011

Read the following:

1. Govt. Lr. No.6376/PMU/DDC/2010, Dt.22-12-2010, YAT & C (PMU) Department.
2. Inv.No:10-11/8400, Dt: 31-01-2011 of M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of the promotional initiatives. As a follow up of these initiatives, Co-sponsorship in the ‘**Outlook Traveller Awards**’ function held on 29<sup>th</sup> January 2011 in New Delhi. In this connection, released 2 double spreads colour advertisements at a cost of Rs.8,12,400/- vide letter 1<sup>st</sup> read above to publish in ‘**Outlook Traveller**’ magazines, through M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad. After the completion of the event the said agency has forwarded a bill amounting to Rs.8,12,400/- for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.8,12,400/- (Rupees Eight Lakhs Twelve Thousand Four Hundred only) towards releasing the advertisement in ‘**Outlook Traveller**’ magazines, through M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11 - Normal State Plan - SH (12) Advertisements for Promotion of Tourism – 260 – Advertisements, Sales and Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at Para 2 above, from PA of PMU, initially and disburse the same to M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad, after deducting Tax, payable to the Income Tax Department at appropriate rates. The AS & DDO, YAT & C (PMU) shall recoup the amount by submitting the paid bills to Dy. PAO, Secretariat, Hyderabad Branch, Hyderabad.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**JAYESH RANJAN  
SECRETARY TO GOVERNMENT (T)**

To

M/s. Stark Communications Pvt., Ltd., (Cochin) Hyderabad.

The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.

The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

**Copy to:**

The YAT& C (PMU- Claims) Department.

SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**